WHAT IS CLAIMED IS:

1. An information transmitting system comprising:

a first camera by means of which a photographer who sends a message allocates message information to a subject specified in a first picture being taken and which also has a capability of acquiring information about a position of a shooting site and information about a shooting direction;

a subject identifying unit which identifies said subject by deducing a geographical position of said subject using the information about the position of the shooting site and the information about the shooting direction that have been acquired by said first camera or the information about the position, the information about the shooting direction and a position of said subject which is within the first picture taken; and

a message information transmitting unit which transmits said message information to said subject or a specified object including a third party.

2. The information transmitting system according to claim 1, wherein said message transmitting unit notifies said subject that the message information from said photographer who sends the message is present and transmits said message

information to said subject in response to access by said notified subject.

3. The information transmitting system according to claim 1, further including a message information allocating unit which deduces a spatial position in which the message information from said photographer who sends the message is to be allocated to said identified subject and which allocates said message information in said spatial position,

wherein upon access by said specified object including the third party who takes or watches a second picture containing said spatial position corresponding to said subject, said message information transmitting unit transmits to said specified object said message information which was allocated in said spatial position on said first picture taken by the photographer.

4. The information transmitting system according to claim 3, wherein said message information is displayed as assembled on said second picture taken or watched by said specified object including the third party with a second camera or a watching device to which said message information is transmitted, in a position corresponding to

the spatial position of the first picture taken by the photographer.

5. The information transmitting system according to claim 4, wherein display contents and/or display format of said second picture taken or watched and/or said message information which are displayed as assembled are controlled depending on situation of said specified object, said subject or said photographer.

6. The information transmitting system according to claim 4, wherein display contents and/or display format of said second picture taken or watched and/or said message information which are displayed as assembled are controlled depending on moving situation of said first camera, said second camera or said watching device.

7. The information transmitting system according to claim 4, wherein said first picture or said second picture taken or watched is a moving image, and display contents and/or display format of said second picture taken or watched and/or said message information which are displayed as assembled are controlled depending on movement of the second picture of said moving image.

8. The information transmitting system according to claim 4, wherein said first picture or said second picture taken or watched is a moving image, and an image-reproducing speed of said second picture taken or watched and/or said message information which are displayed as assembled is controlled depending on an amount of said message information.

9. The information transmitting system according to claim 1, wherein said specified object or said subject registers a category of said message information to be transmitted to said message information transmitting unit, and said message information transmitting unit transmits only the message information coincident with said registered category to said specified object or said subject.

10. The information transmitting system according to claim 1, wherein said specified object or said photographer transmits present situation information of one's own self to said message information transmitting unit, and said message information transmitting unit transmits the message information which is controlled depending on said present

situation information to said specified object or said subject.

11. The information transmitting system according to claim 1, wherein said specified object or said photographer transmits present situation information of one's own self to destination designated by one's own self, said message information transmitting unit transmits said message information to said designated destination of one's own self, and said designated destination of one's own self processes said message information depending on said present situation information and transmits said processed message information to said specified object or said subject.

12. An information transmitting system comprising:

a first camera having a message display mode which allows a message sending photographer to display message information in a specified area of a first picture being taken, and which allocates the message information to the specified area of the first picture taken and acquires information about a position of a shooting site and information about a shooting direction;

a detector which detects that said first camera is in said message display mode;

a message information allocating unit which, when said first camera is in said message display mode, uses the information about the position of the shooting site and the information about the shooting direction that have been acquired by said first camera, or said position information and said information about the shooting direction in combination with information about a distance from the first camera to thereby deduce a specified spatial position in said picture taken to which said message information is to be allocated, and allocates said message information in said spatial position; and

a message information transmitting unit which transmits said message information to a specified object including a third party;

wherein if said specified object including the third party designates the message display mode in a second camera which has a capability of acquiring the information about the position of the shooting site and the information about the shooting direction or in a watching device which has a capability of acquiring information about a position of a watching site and information about a watching direction, takes or watches a second picture with said

second camera or said watching device at a view angle including a spatial position corresponding to said spatial position on the first picture taken by the photographer, and then accesses said message information transmitting unit, said message information transmitting unit transmits said message information to said specified object in order that said message information is displayed as assembled at the spatial position in the second picture taken or watched by said specified object.

13. The information transmitting system according to claim 12, wherein the specified area or spatial position to which said message information is to be allocated is designated by numerical data on latitude and longitude information or latitude, longitude and altitude information.

14. The information transmitting system according to claim 12, wherein the specified area or spatial position to which said message information is to be allocated is designated by their place name or proper name, if necessary in combination with altitude information.

15. The information transmitting system according to claim 12, wherein display contents and/or display format of said

second picture taken or watched and/or said message information which are displayed as assembled are controlled depending on situation of said specified object or said photographer.

16. The information transmitting system according to claim 12, wherein display contents and/or display format of said second picture taken or watched and/or said message information which are displayed as assembled are controlled depending on moving situation of said first camera, said second camera or said watching device.

17. The information transmitting system according to claim 12, wherein said first picture or said second picture taken or watched is a moving image, and display contents and/or display format of said second picture taken or watched and/or said message information which are displayed as assembled are controlled depending on movement of the second picture of said moving image.

18. The information transmitting system according to claim 12, wherein said first picture or said second picture taken or watched is a moving image, and an image-reproducing speed of said second picture taken or watched and/or said

message information which are displayed as assembled is controlled depending on an amount of said message information.

19. The information transmitting system according to claim 12, wherein said specified object registers a category of said message information to be transmitted to said message information transmitting unit, and said message information transmitting unit transmits only the message information coincident with said registered category to said specified object.

20. The information transmitting system according to claim 12, wherein said specified object or said photographer transmits present situation information of one's own self to said message information transmitting unit, and said message information transmitting unit transmits the message information which is controlled depending on said present situation information to said specified object.

21. The information transmitting system according to claim 12, wherein said specified object or said photographer transmits present situation information of one's own self to destination designated by one's own self, said message

information transmitting unit transmits said message information to said designated destination of one's own self, and said designated destination of one's own self processes said message information depending on said present situation information and transmits said processed message information to said specified object.